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R.J. REYNOLDS

Tobacco Company

July 24, 1997

1622-RM 1626-RM
30 24
32 30
33
37
38

DAVID W. KEENEY
Key Account Manager

7854 Oswego Road, #202
Liverpool, NY 13090
315-622-1200/1191
Fax 315-622-1199
VoiceMail 1-800-757-8255
Ext. 71572

To: 162230, 162232, 162233, 162237, 162238,
162624, 162630, D. Eckardt, K. Jurgensen

Subject: **3rd Quarter Promotional Calendar**
"No Bull" Authorizations

Ladies & Gentlemen:

The attached information is relative to execution of RJR programs in the 12 Test locations of Byrne Dairy.

Promotional Calendar

- ⇒ August through November programs are listed as information. For all price reduction programs, Removable VPR's will be utilized. Each store will receive an allocation of VPR's to be applied by store personnel. A force-out of product will be accompanied by a brand style list of cartons to be discounted. RR's should contact stores in the 1st week of the promotional period to ensure placement of price reduction POS and a pricing banner.

"No Bull" Authorizations

- ⇒ Change Mat
⇒ Banner

During our DTS period beginning August 4, 1997, the above pieces of PDI are authorized for placement (attachments).

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July 24, 1997

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Any problems that you may encounter should be directed to Mr. Dan Hurry at Byrne headquarters (315-475-2121, Ext. 360) prior to leaving the store.

If you have any questions, please contact me.

Thank you for your assistance with this chain.

Sincerely,

Dave

D.W. Keeney

Key Account Manager

DWK/jb

cc: D. Hurry - Byrne Dairy

51852 2726

BYRNE DAIRY

| RJR 3RD QUARTER | | | |
|--|---------------------------------------|---------------------------------------|--|
| AUGUST | SEPTEMBER | OCTOBER | NOVEMBER |
| Accrual/Defense Program | Accrual/Defense Program | Accrual/Defense Program | Accrual/Defense Program |
| Start Date <u>8/4/97</u> | Start/End Dates _____ | Start/End Dates _____ | Start Date <u>11/3/97</u> |
| End Date <u>9/26/97</u> | Start/End Dates _____ | Start/End Dates _____ | End Date <u>12/26/97</u> |
| .20 OFF CAM / WIN / SAL | | | .20 OFF CAM / WIN / SAL |
| Value Added Promotion | Value Added Promotion | Value Added Promotion | Value Added Promotion |
| Temp. Display Approved <u>7/28/97</u> | Temp. Display Approved <u>8/25/97</u> | Temp. Display Approved <u>9/15/97</u> | Temp. Display Approved <u>10/13/97</u> |
| WINSTON BUY 2 GET 2 FREE | WINSTON BUY 2 GET 2 LIGHTERS | CAMEL BUY 2 GET 2 FREE | CAMEL BUY 2 GET 2 FREE |
| Doral or Forsyth Programs | Doral or Forsyth Programs | Doral or Forsyth Programs | Doral or Forsyth Programs |
| Start Date <u>8/4/97</u> | Start/End Dates <u>9/8/97</u> | Start/End Dates _____ | Start Date <u>11/3/97</u> |
| End Date <u>9/26/97</u> | Start/End Dates _____ | Start/End Dates _____ | End Date <u>12/26/97</u> |
| DORAL .20 OFF | DORAL BUY 2 GET 1 FREE | | DORAL .20 OFF |
| Other Programs | Other Programs | Other Programs | Other Programs |
| Start Date <u>8/11/97</u> | Start/End Dates _____ | Start/End Dates <u>9/22/97</u> | Start Date <u>10/27/97</u> |
| End Date _____ | Start/End Dates _____ | Start/End Dates _____ | End Date _____ |
| CAMEL BUY 2 GET FREE T-SHIRT | | WINSTON BUY 2 GET FREE HAT | DORAL BUY 2 GET 1 FREE |
| Contract Information | | | |
| ALL PROMOTIONS ARE FOR THE FOLLOWING STORE #'S ONLY! 7, 10, 15, 18, 20, 30, 32, 45, 46, 54, 59, 61. | | | |
| Chain Involvement on Specific Program or Promotion | | | |
| CHAIN TO PROVIDE REMOVABLE VPR'S TO EACH IDENTIFIED STORE FOR PRICE REDUCTION PROGRAMS. STORE PERSONNEL TO APPLY. RJR RR'S TO CONTACT AND PLACE PRICE REDUCTION POS. BANNERS ARE AUTHORIZED FOR ALL LOCATIONS. | | | |
| RJR Manager <u>DAVE KEENEY</u> | | Retailer Authorization _____ | |
| Voice Mail # <u>71572</u> | | Date _____ | |

L77Z 29819

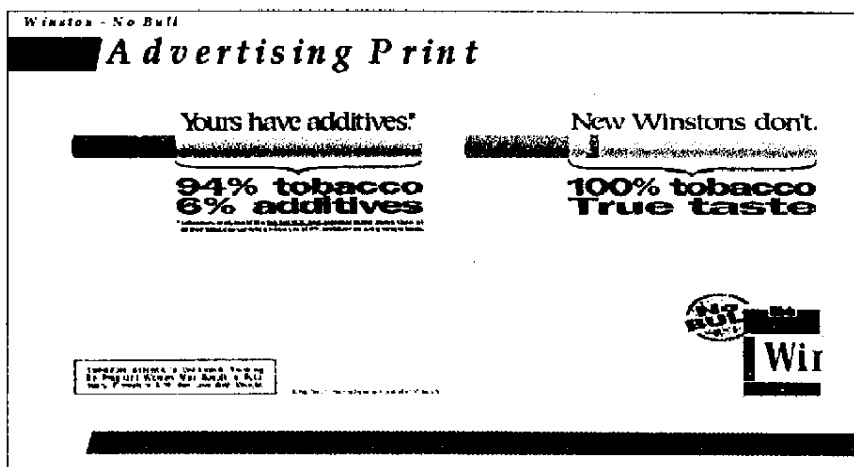
**Stick To Stick
Change Mat
Authorization**

Byrwe Barry
Account

#20, #45, #30, #32, #7, #15
Address

7/16/97
Date

#61, #18, #10, #46, #54, #59
Address



Your RJR Representative is authorized to place the above pictured Change Mat on the Sales Counter in the transaction area, for the agreed upon period of time listed below.

Between 8/4 and 9/28

[Signature]
RJR Signature

[Signature]
Account Signature

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